



News from  
**Councilmember Todd Gloria**

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City of San Diego ▪ District Three

**NEWS RELEASE**

For immediate release: May 12, 2010      Contact: Katie Keach, 858-245-7673

**2015 Balboa Park Centennial: Get the Party Started!**

***TMD issues RFP for assistance with 2015 Balboa Park Centennial Celebration***

SAN DIEGO, CA (May 12, 2010) – Councilmember Todd Gloria is pleased to share that the San Diego Tourism Marketing District (TMD) has issued a Request for Proposal (RFP) for a consultant to assist with the development and coordination of a Host Committee for the 2015 Balboa Park Centennial Celebration.

“Our goal for this RFP is to address issues concerning the feasibility, organization and execution of the Centennial Celebration,” said Lorin Stewart, executive director of the TMD.

“The 100-year anniversary of the 1915 Panama-California Exposition is a milestone of immense civic importance,” said Stewart. “It can be said that the events of 1915 put San Diego on the map as a world-class city. Recognizing the centennial of those events provides a platform to celebrate our rich cultural heritage on a magnitude that will once again attract world-wide attention. The TMD will provide the initial resources to help develop an effective management model and management team to implement the celebration.”

Mayor Jerry Sanders said the Centennial Celebration will include a broad range of activities that reflect the region’s demographic, economic and cultural diversity. “We will be inviting the world to celebrate one the world’s greatest urban parks, as well as our own rich history,” Sanders said.

The RFP for a 2015 Centennial Consultant seeks to contract with an individual to perform preliminary research that will result in the development of key guiding documents for the organization of a Host Committee and the articulation of a framing vision for the 2015 Balboa Park Centennial Celebration. The RFP states that important criteria for a successful proposal will include an understanding of the dynamics of Balboa Park and its stakeholder groups, knowledge of San Diego and the region, and experience working with government agencies, among others.

**“This is a significant step forward in the planning of what will be a hallmark event for San Diego and will spur ongoing investment in Balboa Park,”** said Councilmember Gloria, whose district includes Balboa Park.

A search committee of Balboa Park stakeholders will review the proposals and select a consultant who will have 90 days to complete their work and submit recommendations. The RFP can be found at [www.sdtmd.org/newsletter-notices](http://www.sdtmd.org/newsletter-notices). Responses to the RFP must be submitted by 5:00 pm, Monday May 24, 2010.

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